



**County Supervisor Ron Roberts**  
invites you to participate in this important event:

# Sch l **Fitness Summit**

**Promoting Physical Activity for  
Students in San Diego County**

**Thursday, March 2, 2006  
8:00 am – 3:00 pm  
Town and Country Resort, San Diego**



# The School Fitness Summit

Childhood obesity has become a major public health concern. In fact, a recent report from the National Institute on Aging projects that the U.S. could be facing its first sustained drop in life expectancy in the modern era due to the increasing rates of overweight and obesity among the current generation of children and young adults.

In an effort to combat this crisis, the *School Food Summit for San Diego County* was held on March 9, 2005, where more than 240 school and health leaders gathered to develop strategies and action plans to promote good nutrition throughout our schools. Due to the overwhelming success of the *School Food Summit*, the Coalition on Children and Weight San Diego, the County Health and Human Services Agency's HealthLink Program and County Supervisor Ron Roberts will host the **2006 School Fitness Summit**. The purpose of this Summit will be to address the other main contributing factor affecting childhood obesity -- lack of physical activity.

The goal of this **FREE**, comprehensive, one-day event is to identify strategies and action plans to implement and maintain opportunities for physical activity during and around the school day.

**Do not miss this unique conference!**

## Who Should Attend

School Board Members, Superintendents and Principals are invited to attend. Districts are also encouraged to send a team of Health, Wellness and Physical Education Leaders, Teachers, After School Program Directors, Parent Leaders (including PTA/PTO Representatives), Associated Student Body (ASB) Staff and Student Leaders.

**It's important for each district in San Diego County to be represented—  
register your delegation now!**

## Featured Speakers

**Jean Blaydes Madigan** is an internationally known educational consultant, speaker and author on the subject of how brain research supports the need for movement in learning and how movement enhances learning. A teacher for over 27 years, you won't soon forget her dynamic and interactive presentation!



**State Senator Tom Torlakson** is Chair and Founder of the California Taskforce on Youth and Workplace Wellness, a group seeking to raise the profile of health and fitness in public schools and the workplace.

## Summit Agenda

8:00 am	<b>Registration, Continental Breakfast, Exhibit Viewing</b>
9:00 am	<b>Welcome</b> <i>Nick Macchione, Deputy Director, County Health and Human Services Agency</i>
	<b>Opening Remarks</b> <i>Supervisor Ron Roberts, District 4, County Board of Supervisors</i>
9:10 am	<b>Call to Action, San Diego County Childhood Obesity Action Plan</b> <i>Jean Shepard, Director, Health and Human Services Agency</i>
9:30 am	<b>Superintendent's Perspective</b> <i>Dr. Rudy Castruita, San Diego County Superintendent of Schools</i>
9:35 am	<b>Keynote Address-</b> Action-Based Learning: How Brain Research Supports the Link of Physical Fitness to Improved Learning <i>Jean Blaydes Madigan</i>
10:35 am	<b>Breakout Sessions</b> ( <i>see descriptions below</i> )
11:45 am	<b>Exhibit Viewing</b>
12:15 pm	<b>Awards Luncheon</b> <i>Paul Rudy, KUSI-TV</i> <i>Donnie Edwards, San Diego Chargers</i>
1:45 pm	<b>Panel Discussion:</b> Strategies for Success in San Diego County
2:30 pm	<b>Closing Remarks</b> <i>State Senator Tom Torlakson</i>
3:00 pm	<b>Evaluation, Adjourn, Exhibit Viewing</b>
3 – 4:30 pm	<b>Senator's Reception</b>

## Breakout Session Descriptions

Attendees are invited to participate in one of the following sessions, which will feature expert speakers, panel presentations and open dialogue and discussion:

### Session 1: Engaging Parents and Youth in Fitness

This session features a panel of diverse speakers who will share their innovative ideas to motivate parents and youth in school fitness programs and activities.

*Expert Moderator: Dr. Christine Wood, Pediatrician and Author*

### Session 2: Making Fitness Fun: Non-Traditional Tools

Looking for new ideas to get kids moving? This session is an active tour of new tools and programs (DDR, KidTribe, Skillastics and much more) that are guaranteed to get kids of all ages moving. Be ready to move!

*Expert Moderator: Sandy Slade, CEO, Skillastics*

### Session 3: Promoting Fitness After School

Site supervisors will share how they were able to implement successful fitness components into before/after school programs and keep children and staff motivated.

*Expert Moderators: Tia Quinn, County Office of Education & Wendy Werner, City of San Diego*

### Session 4: Promoting School Fitness through Business Partnerships

Learn how your school or after school program can obtain grants, volunteer help and in-kind donations by partnering with local businesses. Be prepared to share your own successes!

*Expert Moderator: Janet Delaney, Director, Community Relations, San Diego Unified School District*

### Session 5: Action-Based Learning: Integrating Movement into Academics

Movement activities enhance learning! Participants in this session will leave with ideas and example activities that can be implemented in classrooms tomorrow.

*Expert Moderator: Jean Blaydes-Madigan*

### Session 6: It's Not Your Parents' PE- Innovative School Physical Education Programs

This session will provide highlights of outstanding physical education programs.

*Expert Moderator: Dianne Wilson-Graham, California Department of Education & Mary Blackman, San Diego County Office of Education*

## Location

**Town & Country Resort Hotel** ~ 500 Hotel Circle North, San Diego, 92108 ~ (619) 297-6006

From **Interstate 8 West**, exit Hotel Circle and turn right, then left at light onto Fashion Valley Rd. Enter parking lot beyond Convention Center and follow signs to Regency Terrace parking structure.

From **Interstate 8 East**, exit Hotel Circle North and turn left (under overpass). Right at light onto Fashion Valley Rd. Enter parking lot beyond Convention Center and follow signs to Regency Terrace parking structure.

Parking is FREE for Summit participants. Follow signs from parking area to the Regency Ballroom.

## Healthful Practices Showcase

Do you know of a "healthful physical activity practice" at a school or after school program in San Diego County? We want to hear about it, no matter how big or small it may be! Many of these healthful practices will be highlighted during the Summit. Please share your healthful practice by completing the form attached or on the web at [www.ccwsd.net](http://www.ccwsd.net) in the *School Fitness Summit* section.

## Meet and Greet Reception with Senator Tom Torlakson

Summit participants are invited to attend a reception honoring California Senator Tom Torlakson, who will be providing the closing remarks at the *School Fitness Summit*. Senator Torlakson is passionate about childhood obesity prevention and is committed to making physical fitness a priority on school campuses throughout California. The reception will take place immediately following the Summit.

## Summit Sponsors

The School Fitness Summit was made possible by the generosity and commitment of the following sponsors:



COUNTY OF SAN DIEGO AND  
SUPERVISOR RON ROBERTS



Coalition on  
Children and  
Weight San Diego



A School Health Initiative of the  
County of San Diego  
Health and Human Services Agency



THE CALIFORNIA ENDOWMENT



Maternal, Child and Family Health Services  
Public Health Services  
County of San Diego  
Health and Human Services Agency



BLUE CROSS

CALIFORNIA ASSOCIATION FOR  
HEALTH, PHYSICAL EDUCATION,  
RECREATION AND DANCE

UCSD MEDICAL CENTER

# Registration Form

**Registration Deadline: Friday, February 17, 2006**

You can register by email, fax or mail:

- 1) **Email:** Log on to [www.ccwsd.net](http://www.ccwsd.net) and click on the School Fitness Summit icon. Click on School Fitness Summit Registration Form Only (Word document). Complete this form and email to [jennifer.neisse@sdcounty.ca.gov](mailto:jennifer.neisse@sdcounty.ca.gov).
- 2) **Fax:** Fill out the form below and fax to (760) 740-4196.
- 3) **Mail:** Fill out the form below and mail to *School Fitness Summit Registration*, HHSA North Inland Regional Center, 600 East Valley Parkway, Escondido, CA 92025.

Although there is no fee to attend the School Fitness Summit, registration is **REQUIRED** due to limited space. If after registering you find you are unable to attend, we kindly ask that you cancel by calling one of the numbers listed below by **Friday, February 24**.

Although we encourage a delegation of attendees from each district (see *Who Should Attend*), please complete one form per person.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

School/Organization: \_\_\_\_\_

District (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*(required as confirmation notices will be sent by email)*

Based on the descriptions on the previous page, which Breakout Session will you most likely attend? (please check one)

- ☐ 1: **Engaging Parents and Youth in Fitness**
- ☐ 2: **Making Fitness Fun: Non-Traditional Tools**
- ☐ 3: **Promoting Fitness After School**
- ☐ 4: **Promoting School Fitness through Business Partnerships**
- ☐ 5: **Action-based Learning: Integrating Movement into Academics**
- ☐ 6: **It's Not Your Parents' PE- Innovative School Physical Education Programs**
- ☐ Vegetarian? Please check here to reserve a vegetarian lunch option.

## School Fitness Summit Information:

In San Diego, call (619) 692-5601, or in North County, call (760) 740-4130.  
Or log on to: [www.ccwsd.net](http://www.ccwsd.net)